

Customer Experience

London (UK)

27 April - 1 May 2026

UK Training

PARTNER



Customer Experience

Code: CC28 From: 27 April - 1 May 2026 City: London (UK) Fees: 4400 Pound

Introduction

In today's competitive world, customer service and public relations are critical elements that significantly impact the success of organizations. Customer service representatives and public relations staff face many challenges, including dealing with difficult customers, those with specific needs, individuals seeking irrelevant information, abusive customers, threats, overwork, and other issues. To address these challenges, organizations must adopt continuous improvement practices for systems, processes, and employee skills to ensure that customer service and public relations are performed at the highest level.

The Customer Service and Public Relations Masterclass is designed to equip participants with proven tools, techniques, and skills that can be directly applied to enhance individual performance, create valuable leads, and improve customer relations. By utilizing these tools, you will be able to navigate the dynamics of customer service and public relations to optimize opportunities for your organization's products and services.

Course Objectives

- Develop a strategy for building a proactive, customer-centric public sector organization.
- Create and shape the public sector's brand promise.
- Define customer service, identifying the values of your customers.
- Understand how to measure and monitor customer experience to align with public sector strategy.
- Recognize barriers to delivering superior customer service at every customer touchpoint.
- Implement effective responses to complaints in the public sector.
- Develop internal processes that support the public sector service commitment to customers, utilizing diagnostic tools.

Course Outlines

Day 1: What Do We Want Our Customers to Experience?

- The importance of customer care in the public sector.
- Why superior service is critical to success.
- Why good service isn't enough in today's competitive landscape.
- Identifying how excellence in public sector customer service is delivered and managed.
- Recognizing the skills needed for effective customer service at each customer touchpoint.

Day 2: Measuring Customer Service Success

- Identify strengths and weaknesses in your current customer service approach.
- Recognize and eliminate service barriers.
- Solve priority customer service problems efficiently.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The text 'UK Training PARTNER' is overlaid on the image.

UK Training
PARTNER

- Use quality service tools and techniques like cause and effect analysis, Pareto analysis, etc.
- International approaches to public sector customer service delivery.

Day 3: Demonstrating Customer Service Professionalism

- Maintaining a positive mental attitude for enhanced customer experience.
- Building and monitoring a service team to exceed customer expectations every time.
- Identifying best practices in managing different customer situations, including complaints.
- Mastering ways to develop and sustain a customer service-focused attitude.

Day 4: Handling Complaints Effectively

- Master techniques for dealing with difficult customers.
- Prevent complaints from recurring.
- What satisfies complaining customers?
- The six key elements to embrace when handling complaints.
- How to effectively handle difficult customer interactions.

Day 5: Customer Service Management Strategy

- Developing a Quality Service Statement.
- Performing a cultural analysis and measuring the customer service environment.
- Support values and beliefs by sharing success stories and lessons learned.
- Updating customer service systems and procedures.
- Re-recruiting customer service employees using a practical toolkit.

Why Attend this Course: Wins & Losses!

- Learn how to measure and enhance customer experience through proven tools and techniques like customer experience analytics.
- Gain insights into best customer service practices and how to improve customer experience in your organization.
- Apply customer experience strategies that create long-lasting value and strengthen the bond with customers.
- Learn how to deal with complaints and difficult customers, improving the overall customer experience.
- Understand how to implement continuous improvement strategies and create a customer-focused culture.

Conclusion

The Customer Service and Public Relations Masterclass is a valuable course for any organization looking to elevate its customer service and public relations to the highest standards. By gaining insights into customer experience management, customer service strategies, and tools for improving customer interactions, you can significantly enhance your organization's relationship with its customers.

Register now to learn how to implement customer service best practices that lead to customer satisfaction and organizational success!

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER' in a bold, black, sans-serif font.

UK Training
PARTNER

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFAS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding) Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

